



**FOREIGN AGRICULTURAL SERVICE
(FAS)**

U.S. EMBASSY SANTIAGO, CHILE

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Agricultural Attaché**



Agricultural Trade Matters

Global trade is the economic engine of U.S. agriculture and rural America. Trade helps create markets for U.S. farm and food products, supports U.S. jobs, encourages investment and fosters economic growth.

Value of U.S. Food and Farm
Products Exported in 2016

\$135 Billion



95%

of the World's Consumers Live
Outside of the United States

\$1.27

Every \$1 in Ag Exports Generates an
Additional \$1.27 in Economic Activity

1,000,000+ Jobs

Every \$1 Billion in Farm Exports Supports 8,000 jobs



>20% of U.S. Agricultural
Production is Exported

70%
of Cotton

70%
of Tree Nuts

50%
of Wheat

50%
of Rice

50%
of Soybeans

The U.S. is the World's Top Exporter
of Food and Agricultural Products

#1





FOREIGN AGRICULTURAL SERVICE (FAS)

Mission and Objectives

FAS/Santiago links U.S. agriculture to Chile to:

- 1. Identify market opportunities to expand U.S. trade*
- 2. Increase market access*
- 3. Support education exchange and partnerships with the Chilean government and institutions in the realm of agricultural science*

Identify Market Opportunities to Expand U.S. trade

- Providing transparent, reliable and up-to-date information to maintain and increase market share.
- Monitoring trade agreements, trade obligations, and new policies
- Gathering marketing intelligence and reporting

Increase Market Access

- Working with retailers, importers and U.S. cooperators to support promotional activities
- Supporting trade missions to the U.S. (trade shows)
- Matchmaking Chilean importers with U.S. suppliers
- Promoting USA generic brand

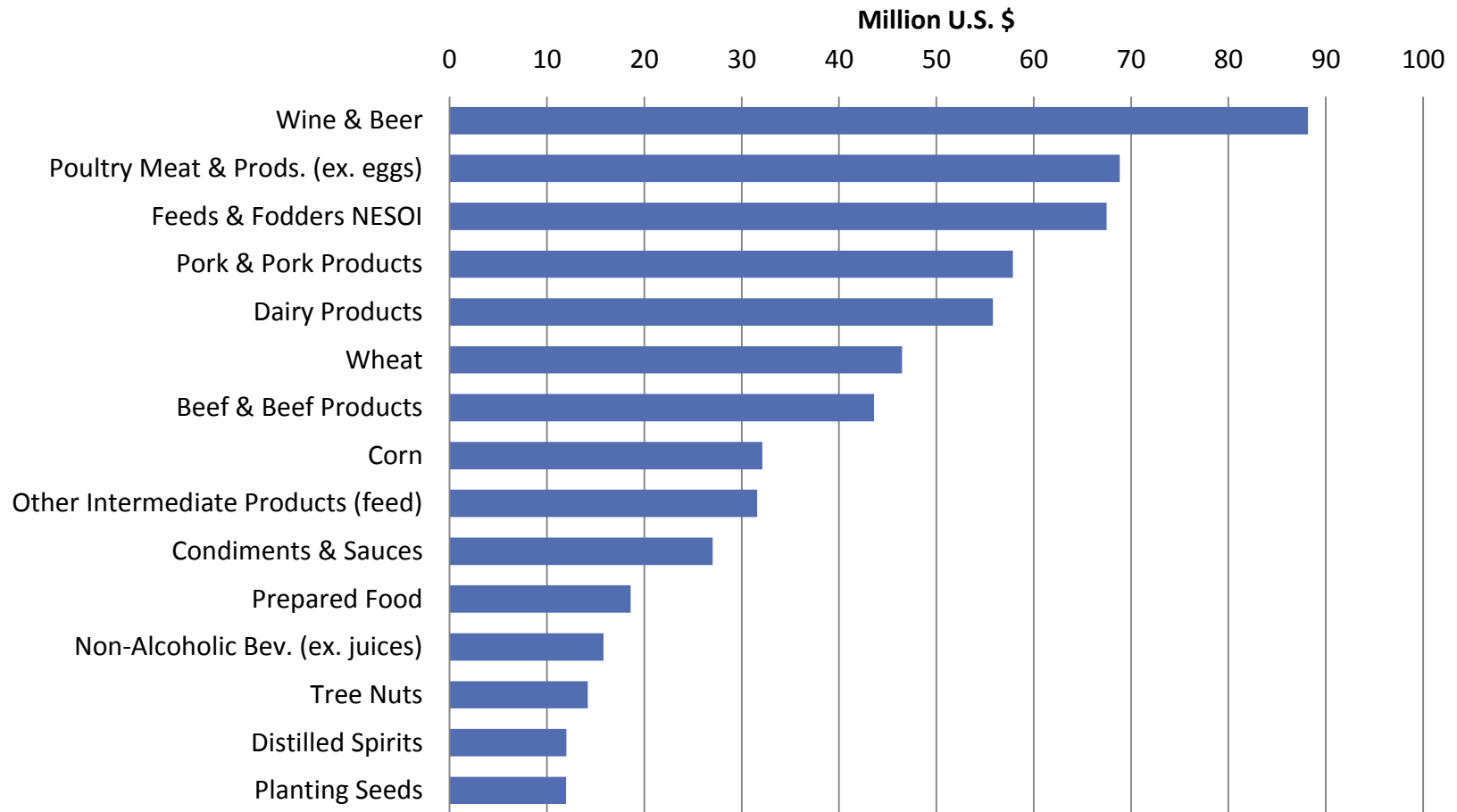
Agricultural Science, Partnerships and Collaborations

- Promotes technical and scientific exchange
- Supports U.S. and Chile bilateral agricultural goals
- Contributes to the Ministry of Agriculture playing a regional leadership role by hosting regional conferences and seminars



U.S. Agricultural & Related Exports to Chile

\$ 683.2 million of exports in 2017 (Jan - Aug)

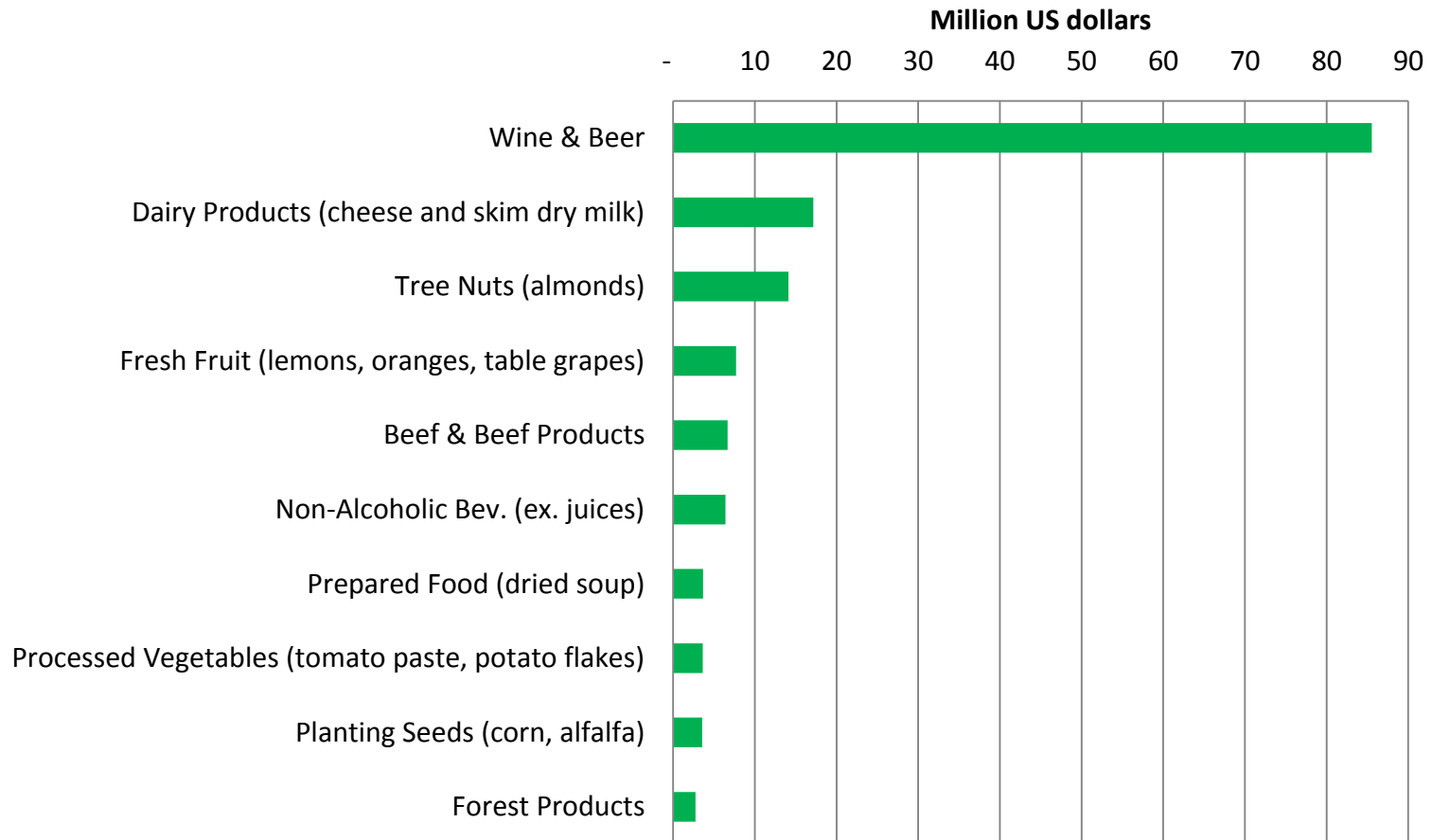


Data Source: U.S. Census Bureau Trade Data



California Agricultural & related Exports to Chile

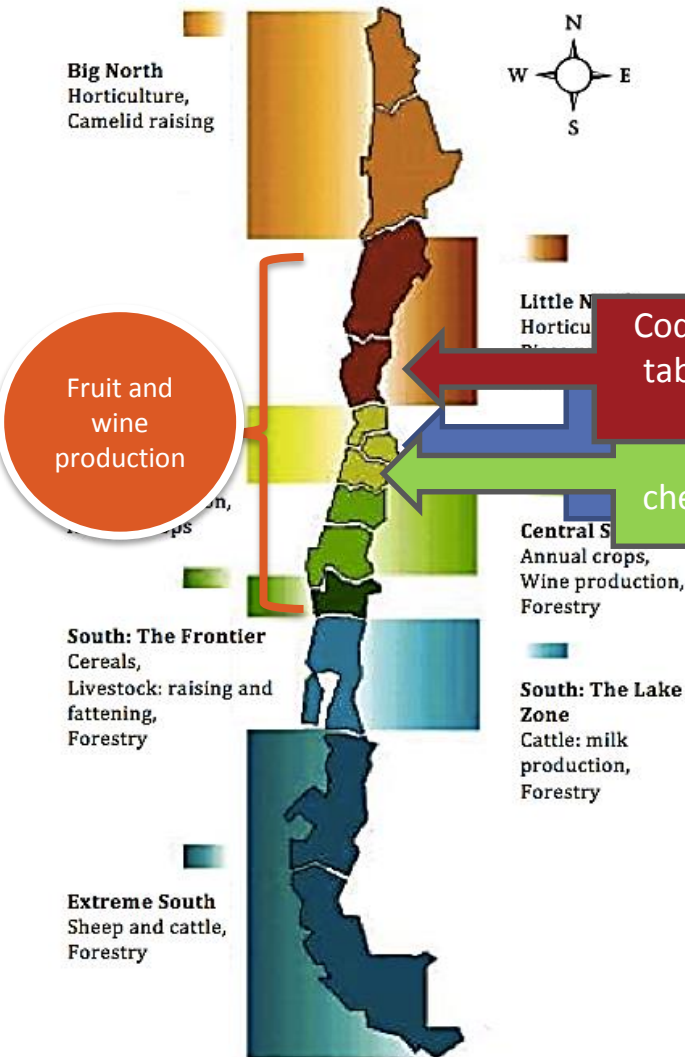
\$ 162.5 Million in California exports to Chile 2017 (Jan- Aug)



Data Source: U.S. Census Bureau Trade Data



Chile's Agriculture Sector

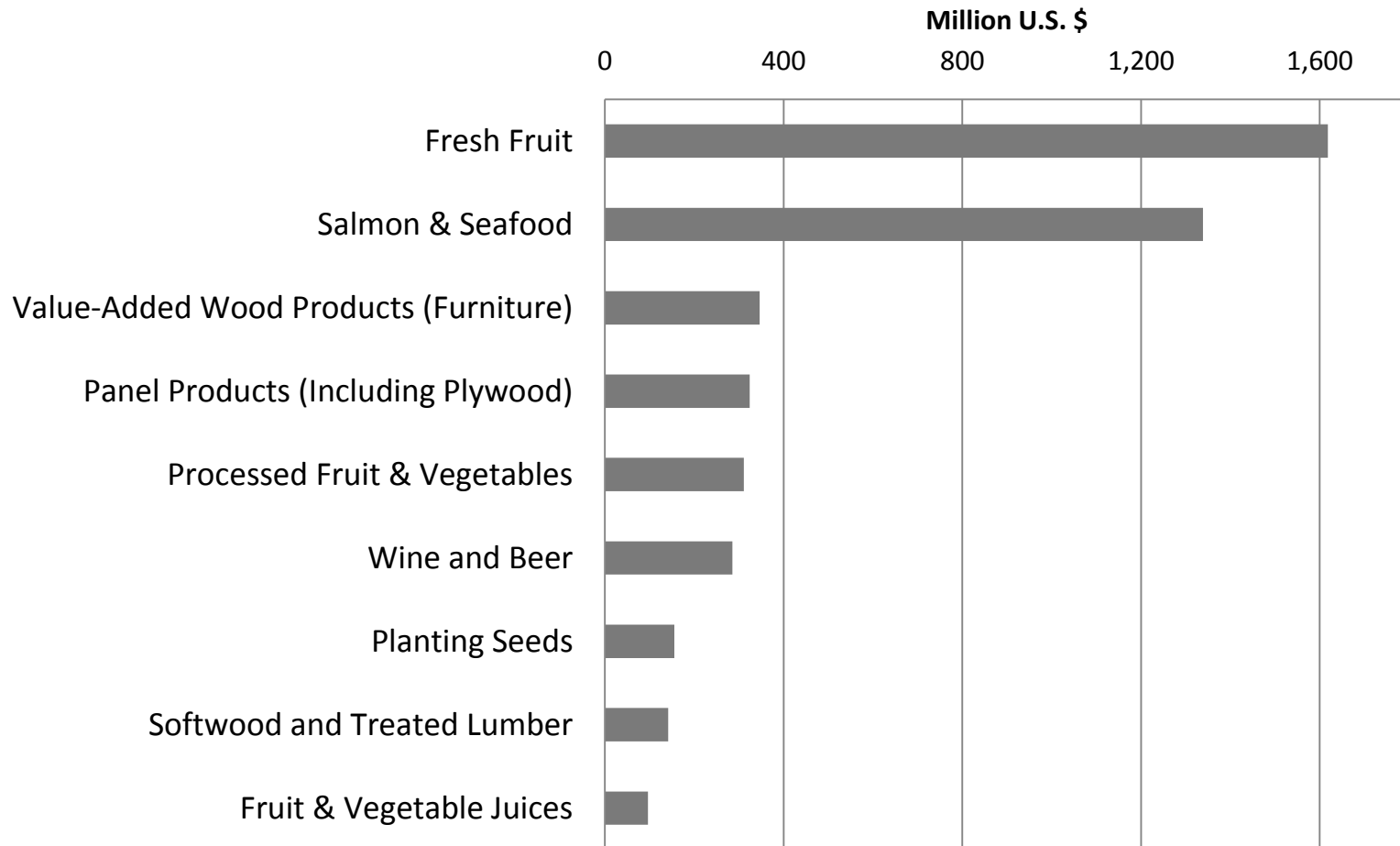


- USDA & Ministry of Agriculture (MOA) enjoy an excellent relationship.
- Chilean Agriculture represents nearly 6% of the country's GDP, 31% of exports & 20% of labor force employed in the sector.
- U.S.–Chile agricultural bilateral trade increased by 32% since 2011.
- U.S. agricultural & related exports reached nearly \$881.6 million.
- Chile agricultural exports to the U.S. reached \$5.5 billion.



Chilean Agricultural & Related Exports to the United States

\$ 5.5 Billion in 2016



Data Source: U.S. Census Bureau Trade Data

CHILE

Avian Influenza Seminars save top largest market for U.S. poultry in South America

Some Success Stories



Guess how much U.S. poultry our seminar saved!

↑ Lift Here! ↑



The market is open!

Thanks to the 2004 United States-Chile FTA, duties for all U.S. agricultural products are 0%



14 days at sea



\$881.6 Million in US Agricultural & Related Exports

Sabores USA Pavilion at Espacio Food Service 2016



U.S. Ambassador Michael Hammer TV debut promoting Sabores USA

Cost of USA pavilion and media outreach \$39,228

An audience of over 2.9 million reached through social media

The show generated \$13 million in sales of high value product in 2016

Coming Soon! 2017

1) US Products Campaign:

- ✓ Social media videos with USA products and recipes
- ✓ Espacio Food Service show - September 12-14 2017



New to the market 2017:



GREAT LAKES GELATIN



2) Reverse Trade Missions:

- ✓ Natural Products Expo West
- On-site U.S. sales of US\$65,000
- 7 new U.S. brands introduced to the market
- Projected purchases worth US\$350,000 in the next 6 months.
- ✓ NRA Show
- Post will follow-up in the next 6 months





For More Information

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